

SEARCH RESULTS

You searched for: targeted advertising

You refined by:

Publication Year: 1993 - 2003 🛞

Results per Page 25 💌

A consumption model for targeted electronic

advertising

Dedrick, R.;

Multimedia, IEEE Volume: 2 , Issue: 2

Digital Object Identifier: 10.1109/93.388205 Publication Year: 1995, Page(s): 41 - 49

IEEE JOURNALS

A framework for targeting banner advertising on the Internet

Gallagher, K.; Parsons, J.;

System Sciences, 1997, Proceedings of the Thirtieth Hawaii

International Conference on

Volume: 4

Digital Object Identifier: 10.1109/HICSS.1997.663397 Publication Year: 1997, Page(s): 265 - 274 vol.4

TEEE CONFERENCES

Informative narrow casting with consumer search

Dewan, R.; Bing Jing; Seidmann, A.;

System Sciences, 2002. HICSS. Proceedings of the 35th

Annual Hawaii International Conference on Publication Year: 2002, Page(s): 2959 - 2965

IEEE CONFERENCES

Personalization with Dynamic Profiler

Kun-Lung Wu; Aggarwal, C.C.; Yu, P.S.;

Advanced Issues of E-Commerce and Web-Based Information Systems, WECWIS 2001, Third International Workshop on.

Digital Object Identifier: 10.1109/WECWIS.2001.933901

Publication Year: 2001, Page(s): 12 - 20

TEEE CONFERENCES

A genetic algorithm approach to large scale combinatorial optimization problems in the advertising industry

Ohkura, K.; Igarashi, T.; Ueda, K.; Okauchi, S.; Matsunaga,

H.;

Emerging Technologies and Factory Automation, 2001.

Proceedings, 2001 8th IEEE International Conference on

Volume: 2

Digital Object Identifier: 10.1109/ETFA.2001.997706 Publication Year: 2001 , Page(s): 351 - 357 vol.2

LEEE CONFERENCES

Developing a knowledge-based system for product position advertising strategy formulation

Dologite, D.G.; Mockler, R.J.; Goeller, T.;

Developing and Managing Intelligent System Projects, 1993.,

IEEE International Conference on

Digital Object Identifier: 10.1109/DMISP.1993.248618

Publication Year: 1993, Page(s): 190 - 197

TEEE CONFERENCES

Fuzzy methods in e-commerce

Yager, R.R.;

Fuzzy Information Processing Society, 1999. NAFIPS, 18th

International Conference of the North American

Digital Object Identifier: 10.1109/NAFIPS.1999.781641

Publication Year: 1999, Page(s): 5 - 11

LEEE CONFERENCES

Market segmentation and information development costs in a two-tiered fee-based and sponsored-based web site

Riggins, F.J.;

System Sciences, 2002. HICSS. Proceedings of the 35th

Annual Hawaii International Conference on Publication Year: 2002 , Page(s): 2940 - 2948

LEEE CONFERENCES

A methodology for performance prediction of Sphinx I in multi-computer architectures

Hernandez, C.; Siewiorek, D.; Segali, Z.;

Application Specific Array Processors, 1994. Proceedings.

International Conference on

Digital Object Identifier: 10.1109/ASAP.1994.331813

Publication Year: 1994, Page(s): 87 - 98

TEEE CONFERENCES

Novel business uses of independently created hyperlinks in the World Wide Web: basic mechanism and examples

Schloss, R.J.;

System Sciences, 1996., Proceedings of the Twenty-Ninth

Hawaii International Conference on,

Volume: 2

Digital Object Identifier: 10.1109/HICSS.1996.495392 Publication Year: 1996, Page(s): 137 - 146 vol.2

TEEE CONFERENCES

Konark: A system and protocols for device independent, peer-to-peer discovery and delivery of mobile services

Choonhwa Lee; Helal, A.; Desai, N.; Verma, V.; Arslan, B.; Systems, Man and Cybernetics, Part A: Systems and Humans,

IEEE Transactions on Volume: 33 , Issue: 6

Digital Object Identifier: 10.1109/TSMCA.2003.819493

Publication Year: 2003, Page(s): 682 - 696

LEEE JOURNALS

An architecture for effective push/ pull Web surfing

Trecordi, V.: Verticale, G.;

Communications, 2000. ICC 2000. 2000 IEEE International

Conference on Volume: 2

Digital Object Identifier: 10.1109/ICC.2000.853679 Publication Year: 2000, Page(s): 1159 - 1163 vol.2

LEEE CONFERENCES

Konark - a service discovery and delivery protocol for ad-hoc networks

Helal, S.; Desai, N.; Verma, V.; Choonhwa Lee;

Wireless Communications and Networking, 2003. WCNC 2003.

2003 IEEE Volume: 3

Digital Object Identifier: 10.1109/WCNC.2003.1200712 Publication Year: 2003, Page(s): 2107 - 2113 vol.3

LEEE CONFERENCES

Empowering the Hawaii ocean science community to promote itself with a cost effective digital solution

Deese, H.; Corbin, E.; Morse, K.;

OCEANS 102 MTS/TEEE

Volume: 3

Digital Object Identifier: 10.1109/OCEANS.2002.1191834 Publication Year: 2002, Page(s): 1348 - 1354 vol.3

LEEE CONFERENCES

The effect of reordering and dropping packets on TCP over a slow wireless link

Nehme, A.; Phillips, W.; Robertson, W.;

Electrical and Computer Engineering, 2003. IEEE CCECE 2003.

Canadian Conference on

Volume: 3

Digital Object Identifier: 10.1109/CCECE.2003.1226202 Publication Year: 2003, Page(s): 1555 - 1558 vol.3

TEEE CONFERENCES

Chrome free basic bricks-a determining factor in cement production

Schmidt, H.-J.;

Cement Industry Technical Conference, 1998, 40th Conference

Record, 1998 IEEE/PCA

Digital Object Identifier: 10.1109/CITCON.1998.679245

Publication Year: 1998, Page(s): 155 - 167

TEEE CONFERENCES

Netvertising: content-based subgeneric variations in a digital genre

Fortanet, I.; Palmer, J.C.; Posteguillo, S.;

System Sciences, 1998., Proceedings of the Thirty-First Hawaii

International Conference on

Volume: 2

Digital Object Identifier: 10.1109/HICSS.1998.651687

Publication Year: 1998, Page(s): 87 - 96 vol.2

TEEE CONFERENCES

Feasibility analysis of GSM signal for passive radar

Tan, D.K.P.; Hongbo Sun; Yilong Lu; Weixian Liu;

Radar Conference, 2003. Proceedings of the 2003 IEEE Digital Object Identifier: 10.1109/NRC.2003.1203436

Publication Year: 2003, Page(s): 425 - 430

TEEE CONFERENCES

A RED variation for delay control

Pippas, J.B.; Venieris, I.S.;

Communications, 2000. ICC 2000. 2000 IEEE International

Conference on Volume: 1

Digital Object Identifier: 10.1109/ICC.2000.853364 Publication Year: 2000, Page(s): 475 - 479 vol.1

LEEE CONFERENCES

Wireless advertising's challenges and opportunities

Mohamed Yunos, H.; Zeyu Gao, J.; Shim, S.;

Computer

Volume: 36 , Issue: 5

Digital Object Identifier: 10.1109/MC.2003.1198234

Publication Year: 2003, Page(s): 30 - 37

LEEE JOURNALS

Attentive billboards

Haritaoglu, I.; Flickner, M.;

Image Analysis and Processing, 2001. Proceedings, 11th

International Conference on

Digital Object Identifier: 10.1109/ICIAP.2001.957002

Publication Year: 2001, Page(s): 162 - 167

TEEE CONFERENCES

Personalization through mask marketing

Strasser, M.; Zugenmaier, A.;

System Sciences, 2003. Proceedings of the 36th Annual Hawaii

International Conference on

Digital Object Identifier: 10.1109/HICSS.2003.1174582

Publication Year: 2003

"Professional communication" and the "odor of mendacity": the persistent suspicion that skilful writing is successful lying

Weiss, E.H.;

Professional Communication, IEEE Transactions on

Volume: 38 , Issue: 3

Digital Object Identifier: 10.1109/47.406731 Publication Year: 1995, Page(s): 169 - 175

TEEE JOURNALS

Targeted e-commerce marketing using fuzzy intelligent agents

Yager, R.R.;

Intelligent Systems and their Applications, IEEE

Volume: 15 , Issue: 6

Digital Object Identifier: 10.1109/5254.895859

Publication Year: 2000, Page(s): 42 - 45

TEEE JOURNALS

© Copyright 2010 IEEE - All Rights Reserved